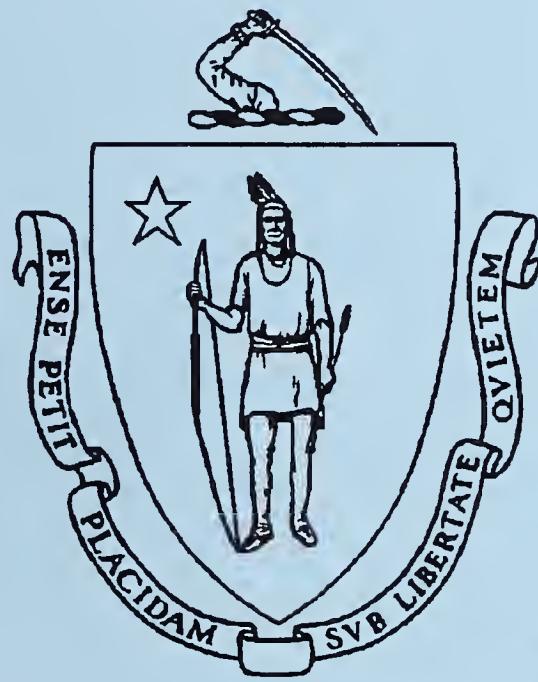


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Attorney General's Report on Charitable Telemarketing

November 1996



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**ATTORNEY GENERAL'S REPORT
ON CHARITABLE TELEMARKETING**

When donors receive requests for charitable contributions, they want to know what will happen to their charitable gifts. They want to make sure that their donations are actually used for the charitable purposes that they intended. This report is designed to help Massachusetts citizens ask the right questions so that they can make informed decisions about charitable giving.

Many charities are hiring professional solicitors -- telemarketing businesses who appeal for donations on behalf of the charity -- to assist them in raising money. In 1995, 303 charitable telemarketing campaigns by 64 telemarketers were registered in Massachusetts.

This report explains how charitable fundraising works, including the role that professional solicitors play. The report consists of five parts: (A) Charities and Fundraising; (B) Fundraising Methods and Professional Fundraisers; (C) Tips for Informed Giving; (D) Sources of Information; and (E) Financial Results of 1995 Telemarketing Campaigns.

An Appendix to the report compiles the financial results of individual telemarketing campaigns conducted by professional solicitors. The Appendix reports the results by solicitor; a list reporting the results by charity is available from the Division upon request.

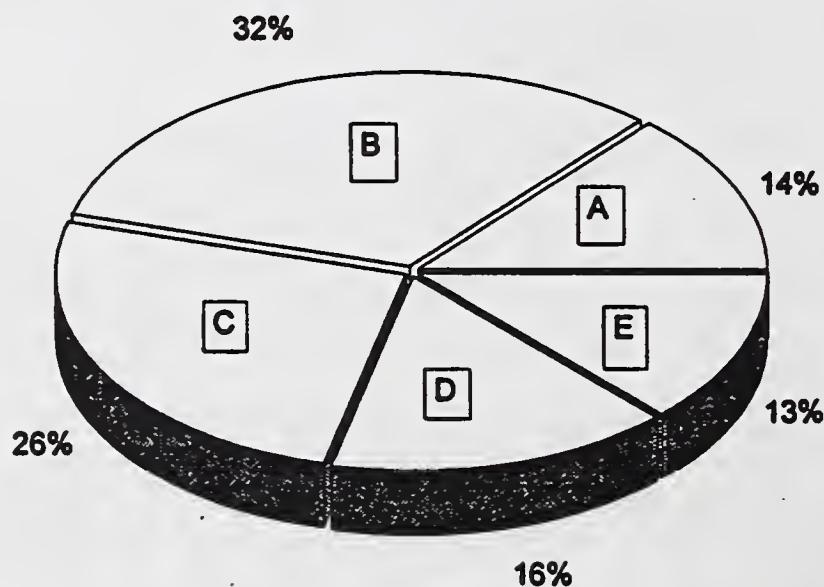
As set forth in more detail in Part E and the Appendix of this report, the telemarketing campaigns conducted by professional solicitors in Massachusetts in 1995 yielded the

following financial results:

- a) Of the total dollars raised in all campaigns, 42% went to charity, after the expense of fundraising was deducted. The percentage that the organizations received averaged 28% on a per campaign basis;
- b) Of the 274 campaigns reported, 14% of the charities received 50% or more of the gross revenue;
- c) 32% of the charities received between 30 and 49% of the gross revenue;
- d) 26% of the charities received between 20 and 29% of the gross revenue;
- e) 16% of the charities received between 10 and 19% of the gross revenue;
- f) 13% of the charities received less than 10% of the gross revenue.

[See graph below]

Charitable Telemarketing: Campaigns By Revenue to Charity



- A=50% or more of gross revenue to charity
- D=10% to 19% of gross revenue to charity
- B=30% to 49% of gross revenue to charity
- E=less than 10% of gross revenue to charity
- C=20% to 29% of gross revenue to charity

Percentages determined from reported campaigns

A. Charities and Fundraising

We all have a stake in ensuring the successful future of charitable organizations. Charitable nonprofit organizations provide many diverse services to the public, ranging from feeding and housing individuals and families in need, to uplifting our spirits through the arts. Often, these services would not otherwise be available.

Charities affect the lives of all of us, either directly or indirectly. Virtually everyone, at some time in their lives, has directly benefitted from the services provided by charitable institutions such as nonprofit hospitals, colleges, museums, and social service organizations. In addition, we all indirectly benefit from the many research foundations whose collective goal is to advance medical technology or improve the quality of life.

Charitable giving, especially by individuals, is often the only support charitable organizations receive. According to the American Association of Fundraising Counsel Trust for Philanthropy, Americans gave \$143.85 billion dollars to charitable organizations in 1995. Of that amount, \$116.23 billion, or 80.8%, came from individuals; in addition, \$10.44 billion or 7.3% came from foundations, \$7.40 billion or 5.1% from corporations, and \$9.77 billion or 7.3% from bequests.

In tough economic times, when government cannot meet the needs of all who require its assistance, charitable organizations depend heavily on individual donors. Many people understand these needs of charities. They believe, correctly, that making a donation is one way to provide assistance to those less fortunate or to promote the advancement of an important cause. In addition, charitable giving allows us to establish a sense of community--the feeling that we, as individuals, have contributed to the betterment of society as a whole.

Charities use fundraising not only as a means of raising funds, but also to gain name recognition, to educate the public about their causes and the services they provide, and to increase their membership and volunteer base. While some charities use volunteers or paid staff members to conduct their solicitations, other charities find the use of professional solicitors--independent entities which conduct the actual fundraising campaign for a fee or percentage of the money raised--a more effective way to raise funds while getting their messages out to the public.

In addition, charities, especially smaller charities, may not have their own staff or volunteer resources for raising

funds. Employing the use of a professional solicitor, and paying the solicitor out of the funds that are donated in response to the solicitor's work, is viewed by some charities as the only realistic way of disseminating information about their causes and raising funds necessary to carry out their purposes.

B. Fundraising Methods and Professional Fundraisers

i) Fundraising Methods

There are a number of different fundraising methods used by both professional solicitors and charitable organizations. The most common methods are telemarketing, direct mail, entertainment events, door-to-door solicitation, raffles, Las Vegas nights, sweepstakes, and collection canisters (or "honor boxes"). The following paragraphs briefly describe how each fundraising method works.

Telemarketing involves telephoning members of the public to request a charitable contribution. Sometimes telemarketers offer a product to the donor in exchange for a donation as an incentive to give. This often reduces the amount of the donation which the charity will receive. Telemarketers may be volunteers, or they may be employees of the charity or professional solicitor. Individuals who agree to make donations are generally asked to mail in a donation, although some charities and fundraisers send couriers to pick up the donations. As with any type of fundraising, donors should ask questions about the organization and the fundraising campaign. A list of questions to help in making an informed decision is provided in the next section.

Direct mailing is another popular method of raising funds. Again, mailings may be prepared by the charity itself or by a professional consultant hired by the charity. Donors are generally asked to mail their donations to the charity. In this situation, the donor has fewer opportunities to ask questions, but may have more information in the written materials. Donors who would like to find out more about the charity before they make a contribution should not hesitate to contact the charity and ask questions.

Many charities sponsor entertainment events, such as circuses or ice shows, as a method of raising funds. Often charities sell tickets to the shows, but they may also use the events to ask for regular donations, separate from the ticket sales. Obviously, in either case, a portion of the ticket price or donation will be used to pay for the production of the event, in addition to fundraising costs. Before purchasing a ticket or making a contribution, the donor should find out what percentage is used to produce the event and pay any fundraising expenses,

and what percentage will be retained by the charity.

Similarly, some solicitations involve the sale of products or the publication of an advertising book. Here, also, a portion of the donation covers the cost of the product or advertising book.

Other methods of raising funds include door-to-door solicitations, raffles, and Las Vegas nights. Many cities and towns require door-to-door solicitors to be registered with the local police, and donors should check with their police department to make sure that charities and their solicitors have registered where required. Organizations which hold raffles or Las Vegas nights must first have a permit from the city or town in which the event is to be held.

Canisters, honor boxes and vending machines are most frequently seen in local variety stores, restaurants, or grocery stores. Canisters usually bear a label which names the beneficiary and asks you to give to their cause. Honor boxes and vending machines, while similar to canisters, also offer a small candy item, such as a gum ball or lollipop, in exchange for a donation.

Many people erroneously assume that the canisters, boxes and vending machines are placed by the charities themselves, and that the money received belongs to the charities. Actually, these containers are generally manufactured by a for-profit enterprise unconnected with a charity, and sold to individuals who place and maintain them. Often, most of the money is kept by the person who owns the container, with the charity receiving only a small monthly amount, typically between fifty cents and two dollars per container. While the amount of money a person may place in a canister or honor box may be small, the overall amount of money raised is significant, totalling millions of dollars in some instances.

ii) Professional Fundraisers

There are three types of professional fundraisers defined by Massachusetts law: fundraising counsel, professional solicitors, and commercial co-venturers.

- * Fundraising counsel advise charities on how to raise funds, but do not conduct any of the actual fundraising.
- * Professional solicitors devise a fundraising campaign, and then conduct the actual solicitation.
- * Commercial co-venturers are for-profit businesses

who join with the charity in sponsoring an event or in promoting the sale of a product, with the proceeds from the event or sale divided between the charity and the businesses.

Professional solicitors are for-profit businesses which specialize in raising funds. They make money by either charging a fee for service or by keeping a percentage of the donations. The use of a professional solicitor does not necessarily indicate that too much money is being spent on fundraising, as many larger charities hire permanent employees to conduct their fundraising. Thus, charities who do not hire professional solicitors may have costs similar to those that do.

Many people may be surprised to learn the percentage of their donation which is kept by the professional solicitor. While the charity is very aware of the percentage being charged by the professional solicitor because it signed a contract, donors may not be so well informed and may believe that a high percentage of their donations is going to the charitable purpose which led them to donate. If a high percentage of their contributions go to the fundraiser, the donors' expectations are, unfortunately, left unfulfilled.

Why would a charitable organization use a professional solicitor? Some do so because this arrangement involves little or no burden for the charity. Also, professional fundraisers often provide more than fundraising services to the charity. The solicitation may also be used as a means of educating the public about the charitable cause, gaining name recognition for the charity, and obtaining new donors. Less well known charities do not have the extensive previous donor lists that larger charities have. Since people are more likely to give to a group they know well, less well known charities have to contact more people in order to gross the same amount that a larger charity could accomplish with fewer costs.

Finally, raising money costs money. The percentage of money raised which is kept by the solicitor often covers most expenses associated with the campaign--phone bills, printing, mailing, salaries, office rental, and so on. For organizations who have little capital, this feature can be attractive even if it means that they will get only a small share of the total money raised.

At the same time, it is important to keep in mind that for some charities who use a professional solicitor, the solicitor's campaign may only be a part of the charity's overall fundraising income for the year, and a low financial return for the individual campaign might not necessarily be representative of the charity's overall fundraising performance for the year.

Also, if the solicitation involves the sale of a product, or the production of an event or advertising book, the cost of the product, event ticket, or advertising book is included in the percentage going to the professional solicitor. Of course, the donor individually receives the item in addition to the charitable effect of his or her contribution.

iii) Applicable Law

People often ask the Division of Public Charities why there is no law which limits the amount kept by the fundraiser. Although there used to be such a law, the Commonwealth can no longer set limits on the amount of contributions retained by fundraisers because, in 1988, the United States Supreme Court ruled, in Riley v. National Federation of Blind, that states cannot prescribe the percentage of funds that a charity may spend on its fundraising. The Supreme Court reasoned that fundraising often involves education, awareness programs, and similar activities, making it difficult to separate the educational costs from the fundraising costs.

The Supreme Court held that imposing a state limit on the costs of fundraising would impermissibly infringe upon the ability of charities to engage in free speech, and also that the states may not require the charity or solicitor to affirmatively volunteer how much of the solicited funds will be used to pay fundraising costs. Thus, as a practical matter, a donor who wants to know how much of his or her donation will be devoted to the charitable purposes stated in the solicitation should ask questions about this during the telephone solicitation.

Massachusetts does have a law, however, which requires that professional solicitors disclose their professional fundraising status and which prohibits deception in charitable fundraising. This law is known as the Charitable Solicitation Act (chapter 68 of the General Laws), and it regulates other aspects of charitable fundraising as well. The Office of the Attorney General actively enforces this law.

The Division of Public Charities regularly receives complaints from members of the public who have been contacted by professional solicitors. If the Division of Public Charities determines that the Charitable Solicitation Act has been violated, it brings suit against the professional solicitor and the organization who retained it.

C. Tips For Informed Giving

If you want to make sure your charitable contribution is used for the purposes you intended, you should be informed -- take your time and find out as much as possible about the

solicitor and the charitable organization. The following list of questions is designed to help you make a more informed decision.

1. Who is the charitable organization which is benefitting from your donation? Write down the address and telephone number of the charity, and, if you have any doubts about the legitimacy of the charity, call the charity directly. Also, be aware that some smaller charities use names very similar to the larger, more well-known charities. Know to whom you are giving!

2. Who is the solicitor? When the solicitation is made by an individual, ask for the person's name and his or her relationship to the charity. Specifically, ask if the caller is a professional solicitor. If a professional solicitor is involved, ask for the name of the fundraising company.

3. What will the donations be used for? Inquire about the types of services provided by the charity, and the geographic area in which the charity operates. Many charities solicit nationwide, but do not necessarily provide services in your local area.

4. How much of the contribution is actually used for charitable purposes? If a professional solicitor is conducting the fundraising campaign, ask what percentage of your donation will be kept by the solicitor, and what percentage the charity will receive.

Note, however, that under the terms of an increasing number of solicitation contracts, the solicitor turns over 100% of the money raised and the charity then pays the solicitor his fee, plus an array of expenses associated with the fundraising campaign. Thus, the telephone solicitor may reply that 100% of the funds raised goes to the charity without revealing the percentage remaining for charitable purposes after the fundraising expenses have been paid.

Therefore, you should ask how much the charity will receive after all expenses have been deducted. Even if the charity does not use a professional solicitor, ask how the charity uses the funds it receives--what amount goes to services, administrative costs, and fundraising.

5. Does the caller have any written information about the charity? Written material is always helpful. Annual reports will show the donor how the organization allocates its money: how much for fundraising, how much for administration, and for program services. Brochures are not as helpful, but will at least give the donor a good idea of what types of services the organization provides.

6. Are the charity and the professional fundraiser, if there is one, registered with the Commonwealth? Call the Attorney General's Office, Division of Public Charities, to make sure that the charity and the professional fundraiser are registered and that their financial records are up to date.

Do not be afraid to ask the caller and the charity a lot of questions. Legitimate charities will welcome your questions and do their best to provide accurate answers. If you think you want to make a donation, keep the following points in mind.

1. Always make a donation by check. Do not give your credit card number unless you are very sure of the charity and the caller. Make the check directly payable to the charity, not to an individual or the fundraising organization. That way you will be sure the charity is the recipient of the donation. Also, keep accurate records of your charitable donations so that you will have an easier time determining the amount you gave if the charity asks you for a donation again next year.

2. Never allow yourself to feel pressured to make a donation. If you want some time to look into the charity before making the donation, do not allow the solicitor to pressure you to make a donation before you are ready.

3. If a solicitor leaves you with an uneasy feeling, do not hesitate to call the charity to verify what you were told, and call the Attorney General's Office or the Better Business Bureau.

Donors should take special care when solicited by a police or firefighter organization. Individuals and small businesses are frequently solicited for funds to support police and firefighter organizations. In exchange for a contribution, the donor may receive tickets to a show or an advertisement in a publication. Donors should realize that it is generally not the police or fire department who will benefit from the donation, but rather the police or firefighter organization, such as a union or other fraternal membership group. These groups usually use professional fundraisers, and donors should find out whether they are speaking with a member of the organization or its paid fundraiser. Also, the funds collected may be used for a variety of purposes. Some groups are very active in their communities, and use the funds for anti-drug programs or scholarships. Others use the funds for union purposes only, such as legal expenses incurred in union bargaining. Therefore, donors should make sure that they understand how their contribution will be used. Above all, donors should not feel threatened or intimidated by the solicitation, or pressured to make a donation.

D. Sources of Information

There are a variety of places to get additional information about charities and professional fundraisers. The Office of the Attorney General has more than 35,000 charities registered with its Division of Public Charities. While registration does not imply that any particular charity has the endorsement of the Attorney General or the Commonwealth of Massachusetts, it does indicate that the charity files annual financial reports with the Division.

These financial reports contain information on income and expenses, including program and fundraising expenses, and also list the types of solicitation a charity and its professional fundraiser, if any, use. The reports are available for public inspection during regular business hours at the Attorney General's Division of Public Charities, located at Room 1413, One Ashburton Place, Boston, Massachusetts, 02108. You can call the Division at (617) 727-2200 to find out if a charity is registered before coming in to look at the file. Registration information is also available at the Attorney General's Western Massachusetts office in Springfield (413-784-1240).

If you would like to receive information about a charity, but are unable to come to Boston in person to look at the organization's file, you can submit a written request for information from the file of a specific charity. Specify the information you would like in a letter to the Division of Public Charities. The cost is twenty cents per page, and the copies will be sent to you with a bill.

If you want more information about a local charity, consider calling your local Better Business Bureau as well as the Attorney General's office. In addition, your local police department may have received information or complaints about the solicitation from other individuals in your area.

If you want more information about a national charity, contact The Council of Better Business Bureaus Philanthropic Advisory Service at 4200 Wilson Boulevard, Arlington, Virginia, 22203-1804 (703-276-0100) or The National Charities Information Bureau at 19 Union Square West, 6th Floor, New York, New York, 10003 (212-929-6300).

Like charities, all professional fundraisers who have contracts with charities that solicit in Massachusetts are required to register with the Attorney General's office and must submit copies of their contracts as part of registration. Professional solicitors and commercial co-venturers are required to file, in addition, a \$10,000 bond, an addendum to registration describing their relationship with the charity, and a year-end financial accounting of the proceeds actually raised through the solicitation.

As with charities, all of the registration materials which professional fundraisers file with the Division of Public Charities are public record and are available for public inspection. To obtain information about fundraisers from the Office of the Attorney General, use the same procedures as for charities.

Likewise, brochures containing tips for informed giving are available from the Division of Public Charities and the Better Business Bureau.

E. Financial Results of 1995 Telemarketing Campaigns

The Division of Public Charities has compiled in the Appendix to this report the financial results of fundraising campaigns conducted in Massachusetts in 1995 in which professional solicitors were used by the charity. The information is taken from public reports filed with the Division by the professional solicitor and the charity pursuant to G.L. c. 68, sec. 24(c).

The compilation in the Appendix reports the results by solicitor. A list reporting the results by charity is available upon request from the Division.

For a discussion of the reasons why some charities hire professional solicitors and of the benefits which a charity may conclude that it will receive from using a professional solicitor, see Part B(ii), above, of this report. As indicated in that discussion, for some charities who use a professional solicitor, the solicitor's campaign may only be a part of the charity's overall fundraising income for the year, and a low financial return for the individual campaign might not necessarily be representative of the charity's overall fundraising performance for the year.

In the Appendix, the first column lists the solicitors alphabetically. The second column states the total amount of money raised during each of the charitable solicitation campaigns conducted by the solicitor. (If the financial results of a particular campaign are not yet reported by the solicitor and the charity to the Division of Public Charities, this is indicated. The Division will be taking further steps to obtain reports of the financial results of these campaigns.)

After the figures in the second column, the letters (a), (b) or (c) may appear. The letter (a) indicates that the campaign involved the purchase of an event ticket, product, or other "premium." For campaigns which solicited donations without the purchase of premiums, the charities received, on

average, 43% of the dollars raised. For campaigns involving the purchase of a premium, the charities received, on average, 20% of the gross proceeds.

If the letter (b) appears after a figure in the second column, this indicates that the solicitation was a national or multi-state campaign. If the letter (c) appears, this indicates that the report of financial results by the solicitor and charity was an interim report (i.e., the campaign continued beyond the period reported).

Column three sets forth the amount the charity received of the total amount raised, after all fundraising expenses incurred by the charity and costs of items, if any, received by the donor have been subtracted. Column four presents that amount as a percentage of the total amount raised.

In column five, the total amount raised by the solicitor is given, with column six stating the total amount that the charities in these campaigns received, after all fundraising expenses incurred by the charity and costs of items, if any, received by the donor were subtracted. Column seven presents the amount in column six as a percentage of the total amount raised.

CONCLUSION

By using the information in this report, donors can make fully informed decisions about their charitable giving. By understanding the charitable fundraising process and making sure that they know how their donations are used, donors can achieve more beneficial impact for their charitable dollars. Informed giving by donors is an important component of an efficient and effective charitable sector that enjoys and deserves the public's trust.

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Solicitation Campaigns Calendar Year 1995

- (a) indicates sale of product or other premium
- (b) indicates national or multi-state campaign
- (c) indicates interim report

*Information cross-referenced by charity
available upon request

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
A & L Associates	\$85,716 a	\$20,000	23%			
	\$47,000 a	\$11,000	23%			
	\$17,195 a	\$6,192	36%			
	1 campaign not reported					
				\$149,911	\$37,192	25%
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Action Programs	\$292,782 a	\$32,286	11%			
				\$292,782	\$32,286	11%
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
ACV Advertising	\$212,899	\$41,717	20%			
	\$54,040	(\$7,611)	-14%			
				\$266,939	\$34,106	13%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all_campaigns	avg. % to charity per campaign
Admit One Productions						
	\$83,420 a	\$40,000	48%			
	\$80,454 a	\$33,791	42%			
	\$73,712 a	\$25,799	35%			
	\$65,064 a	\$18,218	28%			
	\$63,024 a	\$17,647	28%			
	\$49,323 a	\$12,331	25%			
	\$45,996 a	\$11,499	25%			
	\$42,873 a	\$12,004	28%			
	\$42,675 a	\$11,949	28%			
	\$40,341 a	\$14,119	35%			
	\$35,620 a	\$9,974	28%			
	\$31,112 a	\$10,000	32%			
	\$30,102 a	\$10,535	35%			
	\$21,828 a	\$5,457	25%			
				\$705,544	\$227,866	32%
All-Pro Telemarketing						
	Solicitor	total revenue from campaign	total \$ to charity from campaign	total revenue all campaigns	total \$ to charity all_campaigns	avg. % to charity per campaign
		\$30,580	\$4,587	15%		
		\$11,474 a	\$1,262	11%		
		1 campaign not reported				
				\$42,054	\$5,849	14%
American Trade & Convention Publications						
	Solicitor	total revenue from campaign	total \$ to charity from campaign	total revenue all campaigns	total \$ to charity all_campaigns	avg. % to charity per campaign
		\$1,673,132 b,c	\$167,313	10%		
					\$167,313	10%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
AmeriCom Group	\$813,033 b,c	\$131,155	16%			
	\$768,580 b,c	\$227,177	30%			
	\$66,050 b,c	\$10,937	17%			
				\$1,647,663	\$369,269	22%
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Annual Publications	\$170,132 b	\$49,470	29%			
				\$170,132	\$49,470	29%
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Aria Communications	\$10,813	\$5,714	53%			
				\$10,813	\$5,714	53%
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Assistance Programs	\$361,050 a	\$39,602	11%			
				\$361,050	\$39,602	11%
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Baystate Assistance Programs	\$901,155 a,c	\$108,465	12%			
				\$901,155	\$108,465	12%
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Baystate Benefits d/b/a Automated Telemarketing Services	3 campaigns not reported					
				\$0	\$0	0%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns
Benefit Programs of New England	\$1,529,686 a	\$138,440	9%		
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns
Brent-Wyatt East	\$52,279	\$15,683	30%		
	\$43,765	\$17,506	40%		
	\$34,042	\$10,212	30%		
	\$31,370	\$10,038	32%		
				\$161,456	\$53,439
					33%
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns
Walter Childs	\$63,704 a	\$15,000	24%		
	\$21,873 a	\$11,541	53%		
	\$15,670 a	\$4,701	30%		
	\$10,300 a	\$3,090	30%		
	\$5,435 a	\$1,380	25%		
	\$3,790 a	\$947	25%		
				\$120,772	\$36,659
					30%
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns
Civic Development Group	\$193,383 c	\$31,010	16%		
	\$744,595 c	\$107,588	14%		
				\$937,978	\$138,598
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns
Community Safety, LLC	\$461,721 c	\$69,258	15%		
				\$461,721	\$69,258
					15%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
DialAmerica Marketing	\$319,859	\$168,644	53%	\$319,859	\$168,644	53%
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
DMC Universal d/b/a IDC	\$155,342	\$131,332	85%		\$155,342	85%
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Stephen Dunn & Associates	\$308,399 b \$272,537 b \$98,436 b \$97,459 b \$49,797 b \$22,826 b,c	\$217,584 \$190,116 \$31,811 \$48,334 \$121 \$14,599	71% 70% 32% 50% 0% 64%			
	1 campaign not reported				\$849,454	\$502,565
						59%
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Eastern Advertising	\$286,552 a \$285,763 a \$31,526 a \$22,835 a	\$111,621 \$114,305 \$11,034 \$5,709	39% 40% 35% 25%		\$626,676	\$242,669
						39%
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
East-West Concert Promotions	\$128,658 c \$106,619 \$93,768 \$70,905	\$37,109 \$26,654 \$28,595 \$17,731	29% 25% 30% 25%		\$399,950	\$110,089
						28%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Factor Direct LTD						
	\$595,840 b	\$121,845	20%			
	\$140,582 b	\$93,975	67%			
	\$135,872 b,c	\$69,034	51%			
	\$128,816 b	\$41,552	32%			
	\$107,960 b	(\$10,803)	-10%			
	\$34,886 b	\$0	0%			
	\$34,000 b	\$10,364	30%			
	\$10,513 b	(\$6,222)	-59%			
				\$1,188,469	\$319,745	27%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Family Shopper Gift Book	\$37,260 a	\$2,700	7%	\$37,260	\$2,700	7%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Fundraising & Communication Services	\$21,593	\$10,401	48%	\$21,593	\$10,401	48%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Galaxy Marketing Corp d/b/a Community Resource Development	\$156,824 \$56,592 c \$23,760	\$115,278 \$11,318 \$5,940	74% 20% 25%			
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Genesis Services Co.	\$74,405 a \$55,430 a \$35,435 a \$23,147 a \$19,390 a	\$22,662 \$22,172 \$10,317 \$4,678 \$4,431	30% 40% 29% 20% 23%			
				\$207,807	\$64,260	31%
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Gordon & Schwenkmeyer	\$289,377 b \$207,300 b,c	\$124,500 \$94,000	43% 45%			
				\$496,677	\$218,500	44%
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Great Lakes Communications	\$97,435 b \$47,963 b	\$47,692 \$18,597	49% 39%			
				\$145,398	\$66,289	46%
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Harris O'Malley Marketing	\$2,287,958 b \$87,893 b \$32,152 b	\$1,043,390 \$54,059 (\$3,955)	46% 62% -12%			
				\$2,408,003	\$1,093,494	45%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Alan C. Hill Productions	\$71,972	\$9,884	14%			
	\$58,184	\$6,982	12%			
	\$51,076 c	\$8,172	16%			
	\$40,507 a	\$6,076	15%			
	\$27,916 a	\$4,187	15%			
	\$19,061 a	\$2,859	15%			
	\$8,257 a	\$1,238	15%			
	\$7,398	\$1,035	14%			
	\$5,005	\$745	15%			
	\$3,240 a	\$1,000	31%			
	\$1,720	\$309	18%			
				\$294,336	\$42,487	14%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Huntslinger & Jeffer	\$1,892,875 b	\$71,749	4%			
	\$1,468,596 b	\$822,619	56%			
	\$178	(\$394)	-221%			
				\$3,361,649	\$893,974	27%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Infocision Management Corporation	\$2,640,771 b	\$1,782,089	67%			
	\$1,519,122 b	\$870,907	57%			
	\$1,395,229 b	\$685,079	49%			
	\$166,306 b	\$20,487	12%			
	\$154,386 b	\$62,455	40%			
	\$153,000 b	\$21,206	14%			
	\$135,888 b	\$24,137	18%			
	\$75,825 b	\$13,169	17%			
	\$61,086 b	\$46,347	76%			
	\$60,294 b	\$0	0%			
	\$24,556 b	\$8,885	36%			
	\$20,546	\$1,367	7%			
	\$13,569	\$6,149	45%			
	\$8,097	\$2,510	31%			
	\$5,733 b	\$0	0%			
	\$3,420 b	\$1,021	30%			
	\$2,340 b	(\$565)	-24%			
				\$6,440,168	\$3,545,243	55%
Integral Resources	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
	\$1,458,775 c	\$660,633	45%			
	\$622,538 b,c	\$221,399	36%			
	\$332,915 b	\$109,048	33%			
	\$214,044 b	(\$18,667)	-9%			
	\$37,751 b	\$0	0%			
				\$2,666,023	\$972,413	36%
Joan Ostlis	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
	\$3,450	\$360	10%			
				\$3,450	\$360	10%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns
Lintay Enterprises	\$4,150	\$1,957	47%	\$4,150	\$1,957

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns
LPC Corp. d/b/a Lifeline Product Consultants					
	\$286,120 a,c	\$63,034	22%		
	\$130,853 a,c	\$32,713	25%		
	\$32,111 a	\$7,225	23%		
	\$12,570 a	\$2,514	20%		
				\$461,654	\$105,486
					23%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns
Joan McKnight					
	\$4,460 a	\$1,015	23%		
	\$2,605 a	\$651	25%		
				\$7,065	\$1,666
					24%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns
MDS Communications					
	\$1,281,950 b	\$422,392	33%		
	\$244,640	\$76,784	31%		
	\$166,280 b,c	\$3,558	2%		
	\$5,447	\$0	0%		
				\$1,698,317	\$502,734
					30%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns
New Boston Communications					
	\$2,065,988 b	\$1,486,203	72%		
	\$1,816,865 b	\$1,185,313	65%		
	\$333,518 b	\$34,608	10%		
	\$307,868 b	\$227,829	74%		
	\$218,619 b	\$71,938	33%		
	\$122,063 b	\$21,732	18%		
					2 campaigns not reported
					62%
				\$4,864,921	\$3,027,623

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Non-Profit Telemedia	\$700,050 b,c	\$112,397	16%			
	\$425,089 b,c	\$10,505	2%			
	\$424,250 b,c	\$63,882	15%			
	\$384,873 b,c	\$54,915	14%			
	\$309,794 b	\$30,573	10%			
	\$225,318 b,c	\$20,714	9%			
	\$100,444 b	\$12,068	12%			
	\$82,100 b,c	\$10,594	13%			
	\$12,311 b,c	\$382	3%			
	\$11,243 b,c	\$379	3%			
	\$5,404 b,c	\$662	12%			
	\$3,259 b	\$342	10%			
	\$2,930 b	\$657	22%			
	\$573 b,c	\$176	31%			
	\$16 b,c	\$0	0%			
				\$2,687,654	\$318,246	12%
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Northeast Celebrity Sports	\$53,644 a	\$13,411	25%			
	\$45,628 a	\$11,407	25%			
	\$36,220 a	\$10,866	30%			
	\$21,458 a	\$5,365	25%			
	\$19,050 a	\$4,763	25%			
	\$16,770 a	\$3,354	20%			
	2 campaigns not reported					
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Orr Associates	\$92,130 a	\$26,076	28%	\$92,130	\$26,076	28%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Outreach Affiliates						
\$1,681,379	\$1,432,941	\$1,432,941	85%			
\$1,276,351	\$942,116	\$942,116	74%			
\$209,576	\$87,912	\$87,912	42%			
\$153,237	\$86,871	\$86,871	57%			
\$135,875	\$39,920	\$39,920	29%			
\$64,250	\$62,750	\$62,750	98%			
\$53,050	\$15,515	\$15,515	29%			
\$51,446	\$10,055	\$10,055	20%			
\$47,196	\$26,359	\$26,359	56%			
\$44,188	\$15,951	\$15,951	36%			
\$36,669	\$27,604	\$27,604	75%			
\$30,241	\$12,274	\$12,274	41%			
2 campaigns not reported						
				\$3,783,458	\$2,760,268	73%
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
The Outreach Center						
\$64,255	\$27,162	\$27,162	42%			
\$33,369	\$18,340	\$18,340	55%			
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Production Marketing Services						
\$71,545	\$14,492	\$14,492	20%			
\$61,000	\$17,080	\$17,080	28%			
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Promotional Marketing						
\$61,169 a	\$17,127	\$17,127	28%			
\$33,390 a	\$8,348	\$8,348	25%			
9 campaigns not reported						

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Public Interest Communications	\$3,081,807 b	\$2,013,676	65%			
	\$2,158,318 b	\$1,027,005	48%			
	\$1,785,916 b	\$1,493,744	84%			
	\$1,178,176 b	\$382,240	32%			
	\$1,050,182 b	\$558,287	53%			
	\$831,740 b	\$400,353	48%			
	\$621,030 b	\$283,687	46%			
	\$220,327 b	\$113,158	51%			
	\$94,190 b	\$54,242	58%			
	\$58,877 b	\$41,553	71%			
	\$27,051 b	\$2,528	9%			
	\$25,416 b	\$13,644	54%			
				\$11,133,030	\$6,384,117	57%
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Michael Quinn Productions	\$76,199 a	\$27,322	36%			
				\$76,199	\$27,322	36%
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Reese Brothers	\$23,477,501 b,c	\$10,447,326	44%			
	\$164,500 b,c	\$49,722	30%			
	\$81,990 b	\$30,434	37%			
	\$66,838 b,c	\$12,086	18%			
	\$64,023 b,c	\$11,253	18%			
	\$56,759 b,c	\$8,726	15%			
	\$37,943 b,c	\$2,037	5%			
	\$3,535 b	\$322	9%			
	\$948 b	\$0	0%			
				\$23,954,037	\$10,561,906	44%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns
Regency Communications	\$97,134 b \$2,922	\$56,379 (\$576)	58% -20%	\$100,056	\$55,803 56%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns
Repsonse Dynamics	\$2,214,245 b,c \$1,116,546 b,c \$1,018,084 b,c \$129,616 b	\$670,531 \$526,191 \$323,001 \$51,408	30% 47% 32% 40%	\$4,478,491	\$1,571,131 35%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns
Ruffalo Cody Associates	1 campaign not reported			\$0	\$0 0%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns
Salesmax	\$15,358 \$15,345 a \$2,777	\$3,839 \$4,522 \$699	25% 29% 25%	\$33,480	\$9,060 27%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns
Shamrock Publishing	\$570,930 b \$487,105 b	\$112,748 \$86,494	20% 18%	\$1,058,035	\$199,242 19%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns
Silver & Blue Promotions	\$77,433	\$34,845	45%	\$77,433	\$34,845 45%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
The Smith Company	\$1,251,113	b	\$454,515	36%	\$1,251,113	\$454,515
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
TCI America f/k/a Telco	\$81,290	\$28,452	35%			
	\$78,648	\$19,662	25%			
	\$67,692	\$16,923	25%			
	\$55,829	\$16,749	30%			
	\$50,537	\$13,140	26%			
	\$45,782	\$13,735	30%			
	\$44,679	\$13,404	30%			
	\$43,752	\$13,126	30%			
	\$38,818	\$11,645	30%			
	\$38,025	\$11,408	30%			
	\$36,851	\$11,055	30%			
	\$36,397	\$9,099	25%			
	\$36,273	\$9,068	25%			
	\$35,451	\$10,636	30%			
	\$33,536	\$8,384	25%			
	\$33,245	\$6,649	20%			
	\$33,210	\$8,303	25%			
	\$33,156	\$9,947	30%			
	\$33,002	\$9,901	30%			
	\$32,777	\$8,194	25%			
	\$31,587	\$7,898	25%			
	\$29,119	\$7,230	25%			
	\$26,472	\$6,618	25%			
	\$25,960	\$9,865	38%			
	\$24,791	\$4,958	20%			
	\$24,441	\$4,882	20%			
	\$20,758	\$4,152	20%			
	\$16,054	\$3,211	20%			
	\$14,948	\$4,484	30%			
	\$14,454	\$3,614	25%			
					\$306,392	

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Telefund	\$84,161	\$38,186	45%			
	\$43,666 c	\$0	0%			
	\$29,527	\$19,345	66%			
	\$25,444	\$7,654	30%			
	\$1,363	\$427	31%			
				\$184,161	\$65,612	36%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Telesystems Marketing	\$313,578 c	\$87,801	28%			
	\$285,516 c	\$104,213	36%			
	\$8,532 c	\$3,412	40%			
	\$6,210 c	\$1,552	25%			
	\$3,973 c	\$1,589	40%			
	\$1,105 c	\$243	22%			
				\$618,914	\$198,810	32%

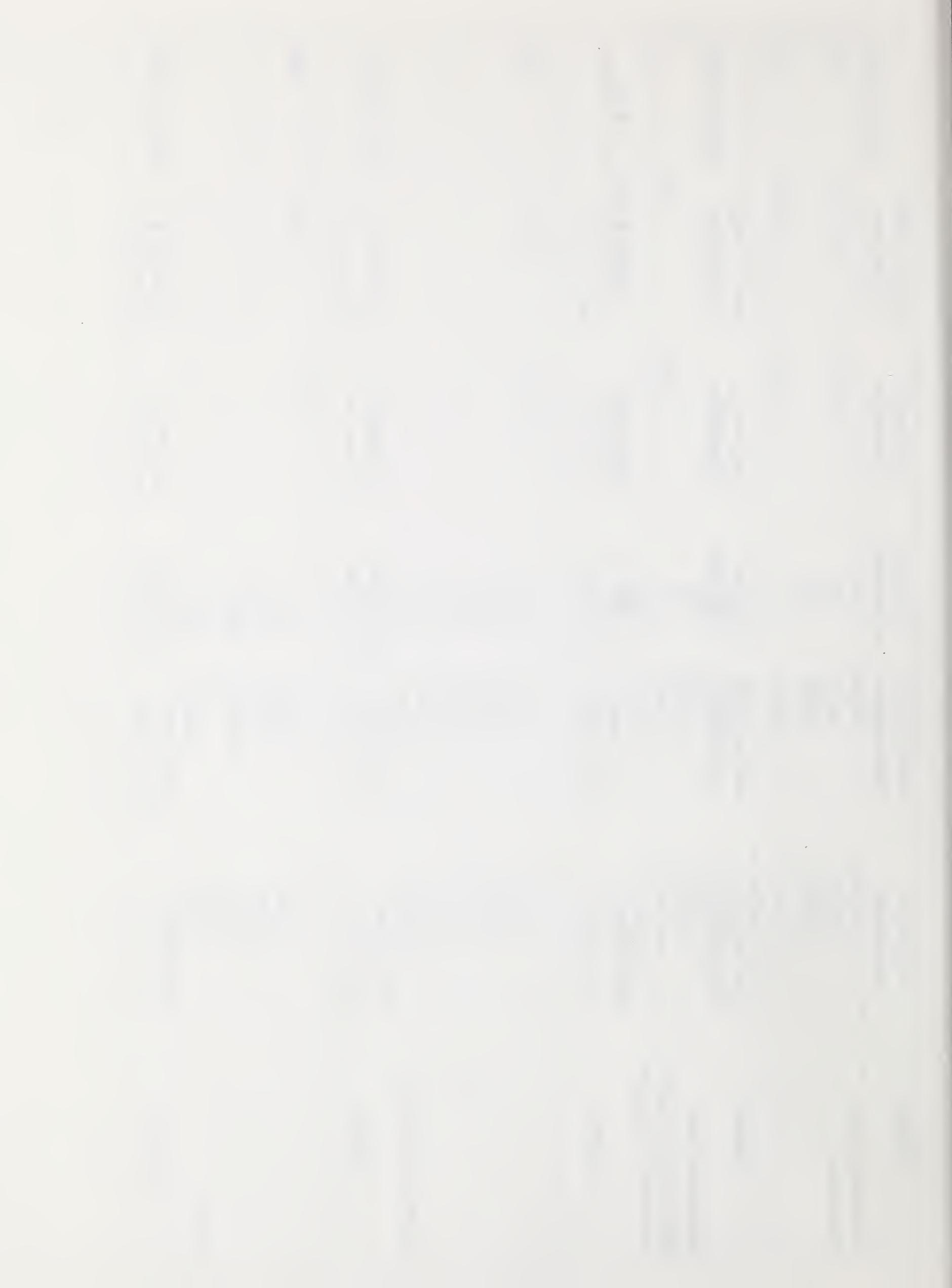
Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Transamerica Marketing Services d/b/a The Phone Center	\$286,795 b	\$83,742	29%			
	\$237,887 b	\$132,490	56%			
	\$155,000 b	\$16,482	11%			
	\$139,057 b,c	\$52,302	38%			
	\$57,874 b,c	\$31,640	55%			
	\$44,988 b	\$0	0%			
	\$23,814 b	(\$10,324)	-43%			
	\$18,512 b	\$7,802	42%			
	\$17,836 b	(\$7,100)	-40%			
				\$981,763	\$307,034	31%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Twentieth Century Promotions	\$32,505 a \$25,937 \$16,847	\$5,000 \$4,000 \$3,027	15% 15% 18%			
				\$75,289	\$12,027	16%

Solicitor	total revenue from campaign	total \$ to charity from campaign	% to charity of campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Walker Information	\$8,335	\$0	0%			
				\$8,335	\$0	0%

TOTALS:

28% **\$89,107,991** **\$37,308,283** **42%**



Addendum to Attorney General's Report on Charitable Telemarketing in 1995

*Figures below received subsequent to publication of report

	total revenue from campaign	total \$ to charity from campaign	% to charity from campaign	total revenue all campaigns	total \$ to charity all campaigns	avg. % to charity
Solicitor	\$29,799 a	\$8,343	28%	\$29,799	\$8,343	28%
Promotional Marketing						



1A. Solicitations Involving Donations Alone, Listed by Charity

Charity	Solicitor	Total Revenue	\$ to Charity	% to Charity	Notes
Action On Smoking & Health		\$27,051	\$2,528	9%	1
African Wildlife Fund		\$51,446	\$10,055	20%	
AFS,USA		\$58,877	\$41,553	71%	1
Agawam Permanent Fire Fighters Association		\$36,273	\$9,068	25%	
Agawam Police Association		\$55,829	\$16,749	30%	
American Association for Lost Children		\$3,450	\$360	10%	
American Center for Law & Justice		\$13,569	\$6,149	45%	1
American Council of the Blind		\$37,751	\$0	0%	1
American Council Of the Blind/Baystate Chapter		\$16,847	\$3,027	18%	
American Farmland Trust		\$94,190	\$54,242	58%	1
American Film Institute		\$87,893	\$54,059	62%	1
American Film Institute		\$37,756	\$0	0%	1
Frontline Campaigns	not reported				
Frontline Campaigns		\$8,532	\$3,412	40%	2
Telesystems Marketing		\$166,306	\$20,487	12%	1
Infocision Management Corporation		\$10,813	\$5,714	53%	
Aria Communications		\$16	\$0	0%	1,2
Non-Profit Telemedia		\$1,018,084	\$323,001	32%	1,2
Response Dynamics					
Outreach Affiliates		\$135,875	\$39,920	29%	
East-West Concert Promotions		\$106,619	\$26,654	25%	
Public Interest Communications		\$2,158,318	\$1,027,005	48%	1
Alan C. Hill Productions		\$5,005	\$745	15%	
Infocision Management Corporation		\$8,097	\$2,510	31%	1
East-West Concert Promotions		\$93,768	\$28,595	30%	
Northeast Celebrity Sports	not reported				
Stephen Dunn & Associates		\$308,399	\$217,584	71%	1

Charity	Solicitor	Total Revenue	Charity	Charity	% to
					% to
Boston Symphony Orchestra	Stephen Dunn & Associates	\$272,537	\$190,116	70%	1
Bridgewater Correctional Officers Charitable Fund	TCI America f/k/a Telco	\$24,441	\$4,882	20%	
Cambridge Police Athletic Association	Promotional Marketing Services	not reported	\$112,397	16%	1,2
Cancer Fund of America	Non-Profit Telemedia	\$700,050	\$18,597	39%	1
Cancer Fund of America	Great Lakes Communications	\$47,963	\$8,172	16%	2
Cancer Research Foundation Of America	Alan C. Hill Productions	\$51,076	\$52,302	38%	1,2
Cape Cod Council on Alcohol and Drug Dependence	Transamerica Marketing Services	\$139,057	\$309	18%	
Carlisle Police Union Local #201	Alan C. Hill Productions	\$1,720	\$309		
Center For Marine Conservation	TCI America f/k/a Telco	\$38,025	\$11,408	30%	
Center for Science in the Public Interest	Outreach Affiliates	\$209,576	\$87,912	42%	1
Chelmsford Police Community Crime Prevention	Transamerica Marketing Services	\$18,512	\$7,802		
Childhelp USA	TCI America f/k/a Telco	\$78,648	\$19,662	25%	
Children's Aid Fund	Infocision Management Corporation	\$5,733	\$0	0%	1
Children's Defense Fund	Response Dynamics	\$129,616	\$51,408	40%	
Children's Defense Fund Action Council	Facter Direct LTD	\$140,582	\$93,975	67%	1
Children's Emergency Relief Foundation	Integral Resources	\$622,538	\$221,399	36%	1,2
Children's Hospital Foundation	Telesystems Marketing	\$6,210	\$1,552	25%	2
Children's International Health Fund	Telesystems Marketing	\$3,973	\$1,589	40%	2
Children's Wish Foundation International	Response Dynamics	\$2,214,245	\$670,531	30%	1,2
Christian Appalachian Project	Telesystems Marketing	\$313,578	\$87,801	28%	2
Christian Coalition of Massachusetts	Public Interest Communications	\$1,785,916	\$1,493,744	84%	1
Citizens Against Government Waste	MDS Communications	\$5,447	\$0	0%	
Citizens Agenda	Facter Direct LTD	\$34,886	\$0	0%	1
Common Cause	Telefund	\$84,161	\$38,186	45%	
Common Cause	Harris O'Malley Marketing	\$32,152	(\$3,955)	-12%	1
Common Cause	Facter Direct LTD	\$107,960	(\$10,803)	-10%	1

Charity	Solicitor	Total Revenue	\$ to Charity	% to Charity	\$ to Charity	% to Charity	Notes
Common Cause	Outreach Affiliates	\$153,237	\$86,871	57%			
Common Cause	Public Interest Communications	\$831,740	\$400,353	48%	1		
Concerned Women For America	MDS Communications	\$166,280	\$3,558	2%	1,2		
Cooperative Assistance for Relief Everywhere	Transamerica Marketing Services	\$237,887	\$132,490	56%	1		
Defenders of Wildlife	Outreach Affiliates	\$36,669	\$27,604	75%			
Dighton Police Association	TCI America f/k/a Telco	\$25,960	\$9,865	38%			
Disabled Children's Relief Fund	Alan C. Hill Productions	\$58,184	\$6,982	12%			
Disabled Children's Relief Fund	All-Pro Telemarketing	not reported					
Disabled Children's Relief Fund	Non-Profit Telemedia	\$100,444	\$12,068	12%	1		
Dracut Fire Fighters Association Local #2586	Promotional Marketing Services	not reported					
Dracut Police Relief Association	Promotional Marketing Services	not reported					
Ducks Unlimited	New Boston Communications	\$122,063	\$21,732	18%	1		
Eastham Permanent Fire Fighters Local #2975	TCI America f/k/a Telco	\$33,002	\$9,901	30%			
Environmental Defense Fund	New Boston Communications	\$218,619	\$71,938	33%	1		
Fall River Fire Fighters Museum	Twentieth Century Promotions	\$25,937	\$4,000	15%			
Family & Community Assistance/ Suicide Prevention	Non-Profit Telemedia	\$3,259	\$342	10%	1		
Foundation For National Progress	Stephen Dunn & Associates	\$225,318	\$20,714	9%	1,2		
Fraternal Order of Police -MA State Lodge	Civic Development Group	\$97,459	\$48,334	50%	1		
Gloucester Police Relief Association	Brent-Wyatt East	\$31,370	\$10,038	32%			
Greenpeace	Facter Direct LTD	\$595,840	\$121,845	20%	1		
Greenpeace	Harris O'Malley Marketing	\$2,287,958	\$1,043,390	46%	1		
Groveland Police Patrolman's Association	TCI America f/k/a Telco	\$35,451	\$10,636	30%			
Hadley Police Association	TCI America f/k/a Telco	\$33,536	\$8,384	25%			
Hampden Police Association	TCI America f/k/a Telco	\$36,397	\$9,099	25%			

Charity	Solicitor	Total Revenue	\$ to Charity	% to Charity	Notes
Handgun Control					
Heart Support of America		\$1,050,182	\$558,287	53%	1
Heart Support of America		\$5,404	\$662	12%	1,2
Heart Support of America		\$309,794	\$30,573	10%	1
Help Hospitalized Children's Fund		\$1,105	\$243	22%	2
Help Hospitalized Children's Fund					
Help Hospitalized Veterans					
Huntington Theatre Company		\$424,250	\$63,882	15%	1,2
International Fund for Animal Welfare		\$44,988	\$0	0%	1
International Union of Police Associations		\$22,826	\$14,599	64%	1,2
International Wildlife Coalition		\$2,922	(\$576)	-20%	
International Wildmedia					
Transamerica Marketing Services					
Stephen Dunn & Associates		\$167,313	\$167,313	10%	1,2
Regency Communications		\$30,241	\$12,274	41%	
American Trade & Convention		\$425,089	\$10,505	2%	1,2
Int'l Center/ Search & Recovery of Missing Children		\$487,105	\$86,494	18%	1
Int'l Narcotic Enforcement Officers Association					
Int'l Search & Recovery of Missing Children					
Johnson Senior Babe Ruth League of Worcester		\$71,545	\$14,492	20%	
Just Say No International		\$164,500	\$49,722	30%	1,2
Juvenile Diabetes Foundation International		\$34,000	\$10,364	30%	1
Juvenile Diabetes Foundation International		\$135,888	\$24,137	18%	1
KidsPeace		\$153,000	\$21,206	14%	1
KidsPeace		\$64,023	\$11,253	18%	1,2
Lancaster Police Association					
Leicester Police Alliance					
Little Brothers Friends of the Elderly					
Lowell Fire Fighters Association Local 1853					
MA National Organization for Women					
MA Vietnam Veterans					
MA Vietnam Veterans		\$54,040	(\$7,611)	-14%	

Charity	Solicitor	Total Revenue	\$ to Charity	% to Charity	\$ to Charity	% to Notes
Malden Junior Police Wips	Production Marketing Services	\$61,000	\$17,080	28%		
MAP International	Regency Communications	\$97,134	\$56,379	58%	1	
March of Dimes Birth Defects Foundation	Infocision Management Corporation	\$24,556	\$8,885	36%	1	
Massachusetts Special Olympics	Dial/America Marketing	\$319,859	\$168,644	53%		
Massachusetts Choice	Frontline Campaigns	\$37,153	\$15,177	41%		
Massachusetts Citizens for Life	MDS Communications	\$244,640	\$76,784	31%		
Massachusetts Reserve Police Federation	Community Safety, LLP	\$461,721	\$69,258	15%	2	
Massachusetts Special Olympics	Integral Resources	\$1,458,775	\$660,633	45%	2	
Methuen Patrolmans Union Local #396	Promotional Marketing Services	not reported				
Mothers Against Drunk Driving	Reese Brothers	\$23,477,501	\$10,447,326	44%	1,2	
Multiple Sclerosis Association	Americom Group	\$768,580	\$227,177	30%	1,2	
Multiple Sclerosis Association of America	Galaxy Marketing Corp.	\$56,592	\$11,318	20%	2	
Multiple Sclerosis Foundation of America	Reese Brothers	\$66,838	\$12,086	18%	1,2	
Muscular Dystrophy Association	Infocision Management Corporation	\$75,825	\$13,169	17%	1	
Nantucket Police Charitable Association	Brent-Wyatt East	\$34,042	\$10,212	30%		
National Association of Chiefs of Police	Shamrock Publishing	\$570,930	\$112,748	20%	1	
National AIDS Brigade	Integral Resources	\$332,915	\$109,048	33%	1	
National Association of Police Organizations	Huntsinger & Jeffer	\$1,892,875	\$71,749	4%	1	
National Audubon Society	Public Interest Communications	\$621,030	\$283,687	46%	1	
National Audubon Society	Outreach Affiliates	\$1,276,351	\$942,116	74%		
National Breast Cancer Coalition	Frontline Campaigns	\$132,107	\$63,562	48%	1	
National Caregiving Foundation	Reese Brothers	\$81,990	\$30,434	37%	1	
National Children's Cancer Society	Telesystems Marketing	\$285,516	\$104,213	36%	2	
National Coalition for Children & Families	Infocision Management Corporation	\$60,294	\$0	0%	1	
National Coalition For Homeless Veterans	Reese Brothers	\$56,759	\$8,726	15%	1,2	

Charity	Solicitor	Total Revenue	Charity	\$ to Charity	% to Charity	Notes
National Coalition for the Homeless		\$289,377	\$124,500	43%	1	
National Coalition for the Homeless	Gordon & Schwenkmeyer	\$207,300	\$94,000	45%	1,2	
National Emergency Medicine Association		\$17,836	(\$7,100)	-40%	1	
National Federation for the Blind		not reported				
National Foundation for Cancer Research		\$3,420	\$1,021	30%	1	
National Gay & Lesbian Task Fund	Frontline Campaigns	\$256,310	\$88,114	34%	1	
National Humane Education Society	Transamerica Marketing Services	\$23,814	(\$10,324)	-43%	1	
National Museum For Women in the Arts	Great Lakes Communications	\$97,435	\$47,692	49%	1	
National Museum For Women in the Arts	Outreach Affiliates	\$53,050	\$15,515	29%		
National Organization for Women	Frontline Campaigns	not reported				
National Right to Life Committee	Infocision Management Corporation	\$2,640,771	\$1,782,089	67%	1	
National Right to Life Committee	Infocision Management Corporation	\$61,086	\$46,347	76%	1	
National Right to Life Committee	MDS Communications	\$1,281,950	\$422,392	33%	1	
National Trust For Historic Preservation	New Boston Communications	\$1,816,865	\$1,185,313	65%	1	
National Wildlife Federation	The Smith Company	\$1,251,113	\$454,515	36%	1	
National Wildlife Federation	Transamerica Marketing Services	\$286,795	\$83,742	29%	1	
National Wildlife Federation	Ruffalo Cody Associates	not reported				
Native American Rights Fund	Public Interest Communications	\$25,416	\$13,644	54%	1	
Nat'l Abortion and Repro. Rights Action League	Outreach Affiliates	\$44,188	\$15,951	36%		
Nat'l Association of Chiefs of Police	Response Dynamics	\$1,116,546	\$526,191	47%	1,2	
Nat'l Association of Chiefs of Police	ACV Advertising	\$212,899	\$41,717	20%		
Nat'l Association of Veteran Police Officers	All-Pro Telemarketing	\$30,580	\$4,587	15%		
Nat'l Environmental Policy & Law Center	Telefund	\$25,444	\$7,654	30%		
Nat'l SAFE Home/ Children's Fire & Burn Fund	Non-Profit Telemedia	\$11,243	\$379	3%	1,2	
Nature Conservancy	Integral Resources	\$214,045	(\$18,667)	-9%	1	
Nature Conservancy	Outreach Affiliates	\$64,250	\$62,750	98%		

Charity	Solicitor	Total Revenue	\$ to Charity	% to Charity	% to Notes
NE Association of Chiefs of Police	Annual Publications	\$170,132	\$49,470	29%	1
Neighbor to Neighbor	Frontline Campaigns	not reported	\$0	0%	
New England Aquarium	Walker Group	\$8,335	\$0	0%	
New England Association of Fire Chiefs	Lintay Enterprises	\$4,150	\$1,957	47%	
North Darmouth Fire District #3	TCI America f/k/a Telco	\$29,119	\$7,230	25%	
Northbridge Police Association	TCI America f/k/a Telco	\$36,851	\$11,055	30%	
Northeast Animal Shelter	New Boston Communications	not reported	\$0		
Oak Bluffs Firemen's Civic Association	TCI America f/k/a Telco	\$20,758	\$4,152	20%	
Operation Doctor	Non-Profit Telemedia	\$2,930	\$657	22%	1
Operation Doctor	Non-Profit Telemedia	\$573	\$176	31%	1,2
Oxfam	Telefund	\$1,363	\$427	31%	
Palmer D.A.R.E. Committee	TCI America f/k/a Telco	\$26,472	\$6,618	25%	
Peabody Firefighters Honor Guard Association	Northeast Celebrity Sports	not reported	\$0		
Peabody Police Benevolent Association	TCI America f/k/a Telco	\$81,290	\$28,452	35%	
Peace Action	Frontline Campaigns	\$36,745	\$0	0%	1
People to People Health Foundation/Project Hope	Transamerica Marketing Services	\$57,874	\$31,640	55%	1,2
Phillipston Police Association	TCI America f/k/a Telco	\$16,054	\$3,211	20%	
Physicians for Social Responsibility	Outreach Affiliates	not reported	\$0		
Physicians For Social Responsibility	Frontline Campaigns	\$51,125	\$21,159	41%	1
Planned Parenthood Action Fund	Public Interest Communications	\$220,327	\$113,158	51%	1
Planned Parenthood Federation of America	Public Interest Communications	\$3,081,807	\$2,013,676	65%	1
Plymouth Fire Fighters Local #1768	TCI America f/k/a Telco	\$50,537	\$13,140	26%	
Plymouth Police Relief Association	TCI America f/k/a Telco	\$43,752	\$13,126	30%	
Police Activities League of the Baystate	Galaxy Marketing Corp.	\$156,824	\$115,278	74%	
Police Activities League of the Baystate	Civic Development Group	\$193,383	\$31,000	16%	2
Prevent Blindness Massachusetts	Huntsinger & Jeffer	\$178	(\$394)	-221%	

Charity	Solicitor	Total Revenue	Charity	\$ to Charity	% to Notes
Quincy Fire Fighters Local #792					
Reach Our Children/ Parents Against Crime	Silver & Blue Promotions	\$77,433	\$34,845	45%	
Reading Police Patrolman's Association	Non-Profit Telemedia	\$12,311	\$382	3%	1,2
Recycling Initiative Campaign	Brent-Wyatt East	\$43,765	\$17,506	40%	
Religious Coalition for Reproductive Choice	Telefund	\$29,527	\$19,345	66%	
Rochester Police Officers Association	Frontline Campaigns	not reported			
Saint Francis House	TCI America f/k/a Telco	\$32,777	\$8,194	25%	
Salisbury Police Association	Infocision Management Corporation	\$20,546	\$1,367	7%	
Save the Children	East-West Concert Promotions	\$70,905	\$17,731	25%	
Save the Children	Infocision Management Corporation	\$154,386	\$62,455	40%	1
Second Harvest	Infocision Management Corporation	\$2,340	(\$565)	-24%	1
Sierra Club	Huntsinger & Jeffer	\$1,468,596	\$822,619	56%	1
Sierra Club	New Boston Communications	\$2,065,988	\$1,486,203	72%	1
Sierra Club	Facter Direct LTD	\$128,816	\$41,552	32%	1
Sierra Club	New Boston Communications	\$333,518	\$34,608	10%	1
Sierra Club	Telefund	\$43,666	\$0	0%	2
Sierra Club Legal Defense Club	Frontline Campaigns	not reported			
Sierra Club Legal Defense Club	Stephen Dunn & Associates	\$98,436	\$31,811	32%	1
South Hadley Police Association	Galaxy Marketing Corp.	\$23,760	\$5,940	25%	
Southwick Firemens Association	TCI America f/k/a Telco	\$14,948	\$4,484	30%	
Students Against Drunk Driving	Americom Group	\$813,033	\$131,155	16%	1,2
Sunderland Police Association	TCI America f/k/a Telco	\$14,454	\$3,614	25%	
Survivors & Victims Empowered	Non-Profit Telemedia	\$82,100	\$10,594	13%	1,2
Swansea D.A.R.E. Program	TCI America f/k/a Telco	\$33,210	\$8,303	25%	
Swansea Police Patrolmans Association	TCI America f/k/a Telco	\$45,782	\$13,735	30%	
Taunton Fire Fighters Association	Promotional Marketing Services	not reported			
Templeton Law Enforcement Activities League	TCI America f/k/a Telco	\$24,791	\$4,958	20%	

Charity	Solicitor	Total Revenue	\$ to Charity	% to Charity	% to Notes
Tewksbury Police D.A.R.E. Program	Promotional Marketing Services	not reported			
The Angel Planes	Reese Brothers	\$3,535	\$322	9%	1
The Planetary Society	Factor Direct LTD	\$135,872	\$69,034	51%	1,2
The Trustees for the University of Pennsylvania	New Boston Communications	\$307,868	\$227,829	74%	1
United Nations Association of the USA	Outreach Affiliates	\$47,196	\$26,359	56%	
United Service Organization	Transamerica Marketing Services	\$155,000	\$16,482	11%	1
United States Organization for Disabled Athletes	Non-Profit Telemedia	\$384,873	\$54,915	14%	1,2
U.S. Organization for Disabled Athletes	New Boston Communications	not reported			
U.S. Organization for Disabled Athletes	Americom Group	\$66,050	\$10,937	17%	1,2
U.S. Organization for Disabled Athletes	Alan C. Hill Productions	\$71,972	\$9,884	14%	
Vanished Children's Alliance	Reese Brothers	\$37,943	\$2,037	5%	1,2
Veterans of Foreign Wars of the United States	Reese Brothers	\$948	\$0	0%	1
Vietnam Veterans Agent Orange Victims	East-West Concert Promotions	\$128,658	\$37,109	29%	2
Vietnam Veterans of America	Salesmax	\$2,777	\$699	25%	
Vietnam Veterans of America Foundation	Frontline Campaigns	not reported			
Vietnow National Headquarters	Salesmax	\$15,358	\$3,839	25%	
WBUR(Trustees of Boston University)	Stephen Dunn & Associates	not reported			
We Tip	Alan C. Hill Productions	\$7,398	\$1,035	14%	
West Newbury Police Association	TCI America f/k/a Telco	\$38,818	\$11,645	30%	
Westboro Red Devils	A & L Associates	not reported			
Westfield Police Association	TCI America f/k/a Telco	\$67,692	\$16,923	25%	
Westport Police Association	TCI America f/k/a Telco	\$44,679	\$13,404	30%	
WGBH Educational Foundation	The Outreach Center	\$64,255	\$27,162	42%	
WGBH Educational Foundation	The Outreach Center	\$33,369	\$18,340	55%	
Whitman D.A.R.E. Committee	TCI America f/k/a Telco	\$33,156	\$9,947	30%	
Wilbraham Firefighters Local 1847	Promotional Marketing Services	not reported			

Charity

Solicitor

Total Revenue

\$ to
Charity

Charity
% to
Notes

Charity	Solicitor	Total Revenue	Charity	Charity	Notes
Wilderness Society					
Wildlife Conservation					
Worcester Fire Fighter's Assn. Local 1009					
Worcester Polytechnic Institute					
World Vision					
World Wildlife Fund					
World Wildlife Fund					
Outreach Affiliates					
Stephen Dunn & Associates					
Brent-Wyatt East					
DMC Universal d/b/a IDC					
Facter Direct LTD					
Infocision Management Corporation					
Public Interest Communications					
Infocision Management Corporation					
TOTAL:		\$83,092,667	\$36,111,352	43%	

1B. Solicitations Involving Purchase Of Product, Event Ticket, Or Other Premium, Listed By Charity

Charity	Solicitor	Total Revenue	\$ to Charity	% to Charity	Notes
AIDS & Cancer Research Foundation	LPC Corp. d/b/a Lifeline Products	\$32,111	\$7,225	23%	
American Disabled Foundation	Action Programs	\$292,782	\$32,286	11%	
Andover Police Patrolmen's Association	Admit One Productions	\$80,454	\$33,791	42%	
Andover Police Relief Association	Genesis Services Co.	\$74,405	\$22,662	30%	
Billerica Police Union Local 420	Admit One Productions	\$73,712	\$25,799	35%	
Blackstone Valley Nam Vets	Alan C. Hill Productions	\$19,061	\$2,859	15%	
Boston Police Relief Association	Eastern Advertising	\$285,763	\$114,305	40%	
Braintree Fire Fighters Local 920	Admit One Productions	\$83,420	\$40,000	48%	
Bridgewater Police D.A.R.E.	Northeast Celebrity Sports	\$53,644	\$13,411	25%	
Cape Cod YMCA	A & L Associates	\$47,000	\$11,000	23%	
Children's Charity Fund	Salesmax	\$15,345	\$4,522	29%	
Clinton Police Relief Association	Genesis Services Co.	\$35,435	\$10,317	29%	
East Brookfield Police Association	Northeast Celebrity Sports	\$16,770	\$3,354	20%	
Eastham Patrolman's Union IBPO Local #368	Admit One Productions	\$31,112	\$10,000	32%	
Fall River Police Association	Twentieth Century Promotions	\$32,505	\$5,000	15%	
Freetown Police Association	Northeast Celebrity Sports	\$45,628	\$11,407	25%	
Gardner Fire Fighters Local 2215	Admit One Productions	\$35,620	\$9,974	28%	
Geo P. Gibbs Little League	A & L Associates	\$17,195	\$6,192	36%	
Granby Fire Fighters Association	Northeast Celebrity Sports	\$21,458	\$5,365	25%	
Greater Boston Fraternal Order of Police	LPC Corp. d/b/a Lifeline Products	\$12,570	\$2,514	20%	
Greater Boston One to One	Orr Associates	\$92,130	\$26,076	28%	
Greater Lawrence Vocational Tech Sr. Class	Genesis Services Co.	\$19,390	\$4,431	23%	
Greenfield Lions Club	Family Shopper Gift Book	\$37,260	\$2,700	7%	
Ipswich Fire Fighters Local 1913	Admit One Productions	\$30,101	\$10,535	35%	
Knights of the Pythias of Massachusetts	Alan C. Hill Productions	\$3,240	\$1,000	31%	

Charity	Solicitor	Total Revenue	\$ to Charity	% to Charity	Notes
Lawrence 11th Masonic Temple	Joan McKnight	\$4,460	\$1,015	23%	
Lawrence Patrolmen's Association	Admit One Productions	\$49,323	\$12,331	25%	
Lawrence Police Superior Officers Association	Admit One Productions	\$21,828	\$5,457	25%	
Leominster Babe Ruth League	A & L Associates	\$85,716	\$20,000	23%	
Ludlow Police Association	Admit One Productions	\$61,169	\$17,127	28%	
Marion Police Brotherhood	Admit One Productions	\$42,873	\$12,004	28%	
Marlboro Emergency Services Foundation	Alan C. Hill Productions	\$27,916	\$4,187	15%	
Martha's Vineyard American Legion #186	Walter Childs	\$10,300	\$3,090	30%	
Massachusetts Disabled Children	Assistance Programs	\$361,050	\$39,602	11%	
Maynard Permanent Fire Fighters Local 1947	Promotional Marketing Services	\$33,390	\$8,348	25%	
Methuen Police Relief Association	Admit One Productions	\$40,341	\$14,119	35%	
MidCape Lions Club	Walter Childs	\$63,704	\$15,000	24%	
Middleboro Firemen's Association	Walter Childs	\$3,790	\$947	25%	
Milbury Police Association	Eastern Advertising	\$31,526	\$11,034	35%	
Montachusett Veterans Outreach Center	LPC Corp. d/b/a Lifeline Products	\$130,853	\$32,713	25% 2	
National Federation of the Blind -Mass	Walter Childs	\$21,873	\$11,541	53%	
NE Chapter Paralyzed Veterans of America	Benefit Programs of New England	\$1,529,686	\$138,440	9%	
Newburyport Commandery Knights Templar	Joan McKnight	\$2,605	\$651	25%	
Newton Police Memorial Association	Eastern Advertising	\$286,552	\$111,621	39%	
North Adams Masonic Association	Alan C. Hill Productions	\$8,257	\$1,238	15%	
North Andover Police Relief Association	Admit One Productions	\$65,064	\$18,218	28%	
Police Activities League Of Fall River	Admit One Productions	\$45,996	\$11,499	25%	
Regular American Veterans	All-Pro Telemarketing	\$11,474	\$1,262	11%	
Saugus Police Relief Association	Admit One Productions	\$63,024	\$17,647	28%	
Sharon Police Association	Admit One Productions	\$42,675	\$11,949	28%	
Shawseen Valley Tech Senior Class	Genesis Services Co.	\$23,147	\$4,678	20%	

Charity	Solicitor	Total Revenue	\$ to Charity	% to Charity	Notes
Templeton Police Association	Northeast Celebrity Sports	\$19,050	\$4,763	25%	
The Italian Home for Children	Alan C. Hill Productions	\$40,507	\$6,076	15%	
Tisbury Police Relief Association	Walter Childs	\$15,670	\$4,701	30%	
Uxbridge Police Association	Northeast Celebrity Sports	\$36,220	\$10,866	30%	
Veterans Assistance Foundation	LPC Corp. d/b/a Lifeline Products	\$286,120	\$63,034	22% 2	
Veterans for the Homeless	Baystate Assistance Programs	\$901,155	\$108,465	12% 2	
Westwood Police Relief Association	Michael Quinn Productions	\$76,199	\$27,322	36%	
Wilmington D.A.R.E.	Eastern Advertising	\$22,835	\$5,709	25%	
Woburn Police Superior Officers Union	Genesis Services Co.	\$55,430	\$22,172	40%	
Yarmouth American Legion Post # 197	Walter Childs	\$5,435	\$1,380	25%	
TOTAL:		\$6,015,324	\$1,196,931	20%	

Addendum to Table Cross-Referencing Attorney General's Report on Charitable Telemarketing in 1995

*Figures below received subsequent to publication of report

Charity	Solicitor	Total Revenue	\$ to Charity	% to Charity	Notes
Lancaster Police Association	Promotional Marketing	\$29,799	\$8,343	28%	



